

Project Design Phase-II

Technology Stack (Architecture & Stack)

Date	18 July 2025
Team ID	LTVIP2025TMID52053
Project Name	Strategic Product Placement Analysis
Maximum Marks	4 Marks

Strategic Product Placement Analysis — Technology Stack

Component	Tool / Technology	Purpose
Data Source Layer	Sales Data (CSV/Excel), Placement Data, Customer Demographics	Collect raw datasets of sales figures, placement zones, and customer info
Data Storage	Excel / SQL Database	Central repository for structured sales, placement, and customer data
Data Processing	Tableau Prep, Excel (Data Cleaning)	Clean, normalize, and transform data for visualization
Data Filtering	Tableau Filter Panels	Apply filters on product category, region, placement zone, customer segment
Predictive Analysis (Optional)	Python (scikit-learn)	Identify sales trends, placement effectiveness, and forecasting
Visualization Engine	Tableau Desktop / Tableau Public	Design interactive dashboards for sales, placement, and customer insights
Web Framework (Optional)	Web Reports, PowerPoint, or Embedded Tableau	Share dashboards in reports or web interfaces
Version Control	GitHub	Store dashboards, reports, and project documentation

Deployment & Presentation Layer

Component	Tool / Technology	Purpose
Deployment Platform	Tableau Public / Internal Server	Share dashboards securely with stakeholders
Frontend Interface	PowerPoint / Web Report	Present dashboards and insights in a clear, interactive way
Documentation	Word / PDF / PPT	Document data analysis, dashboard design, and findings